USFK Public Affairs

Purpose

Outline the role of Public Affairs and provide guidelines for working with the Media to inbound permanent party and exercise personnel.

Intent

All USFK Servicemembers and exercise augmentees understand the importance of the Media environment in Korea and the role of Public Affairs.

USFK Commander's Priorities

- **Ensure peace and stability on the Peninsula**
- **Strengthen the Republic of Korea (ROK)-United States (US) alliance through transformation**
- **Enhance warfighting readiness**
- **Improve force well-being**

USFK Themes & Messages

- **Peace and Security of ROK**
- **Strengthen the ROK-US Alliance**
- **USFK Transformation/ROK Self-Reliance**
- **ROK Support to GWOT**

Public Affairs Tools

- **Media Relations**
- **Community Relations/Good Neighbor Program**
- **Internal Information**
  - **Publications**
  - **American Forces Network Korea (AFN-K)**
  - **Command Information**
  - **USFK website**
- **Strategic Communication Planning**

Media Environment in Korea

Message

nK Misinformation

Off-post misconduct/accidents

SOFA Related Issues

Training Availability

SMA Shortfall

ROK-US "Wedge" Issues

Environmental Issues

Tactical → Strategic

- **There are no "local" issues – every event triggers a chain reaction**
- **Consider 2nd/3rd order effects**
- **Incidents that happen on the tactical level can quickly escalate to national and international concern if not handled promptly and properly**

The Korean Environment

Example: The HWY 56 incident - 13 June 2002

An incident on the tactical level…

The Korean Environment

In response, members of the violent student dissident group Han-ChongRyun threw Molotov cocktails at Camp Gray – 28 N 2002.

Can quickly become a national “strategic” incident

Media Relations

- **The media is not your friend…the media is not your enemy…**
- **All media interviews should be coordinated through Public Affairs**
- **Consider all answers “on the record”**
- **Notify PAO of significant events – not the Media**
- **If you are unsure, contact Public Affairs**

Interview Tips

Stay in your lane. **Discuss only those activities and policies within the purview of your command or area of responsibility. Rule of thumb: If you own, operate, or work with it, you're probably safe talking about it. Avoid offering opinions on political issues, like the camp closures, the environment, war-time control of forces, Korean re-unification and North Korean WMD.**

Honesty. **Always answer honestly, but without saying "no comment." If you don't know the answer to a question, if the answer is classified or would invade someone's privacy, say so, then bridge to a message.**

Inverted Pyramid. **Put significant information at the**

Interview Tips (cont.)

Flagging. **Flagging is a way to underscore, verbally and nonverbally, what's important. Use voice inflection, a hand gesture, eye contact, body language or a phrase like, "What is really critical to know about this issue..." to ensure the reporter and the audience have a clear understanding of what is important.**

Think about your answers. **It's okay to take a moment to think about how to best answer a question. Rapid responses can appear rehearsed. Thinking will also keep you from saying something you wish you hadn't. Remember, everything you say is "on the record."**

Language. **Remember to speak the public's**

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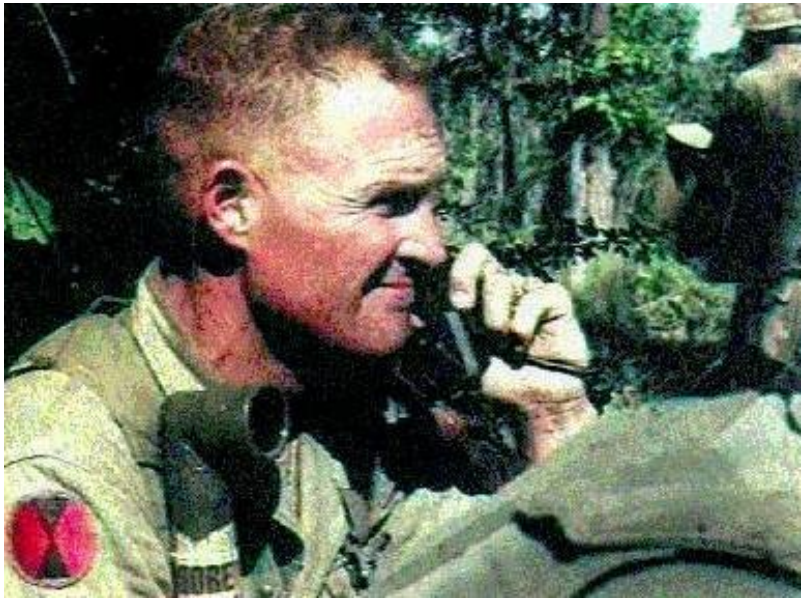
Final Thought



"I had concluded that the American people had a right to know what their sons were doing in this war, on the ground, in the field. I welcomed visiting reporters to my battalion, and, later, to my brigade. I told them they could go anywhere they wanted with my troopers, with the restrictions: Don't put the security that will endanger us, and don't interfere with operations. I never had cause to regret that openness."

LTG Harold G. Moore (USA, Re

We Were Soldiers Once... And Y